

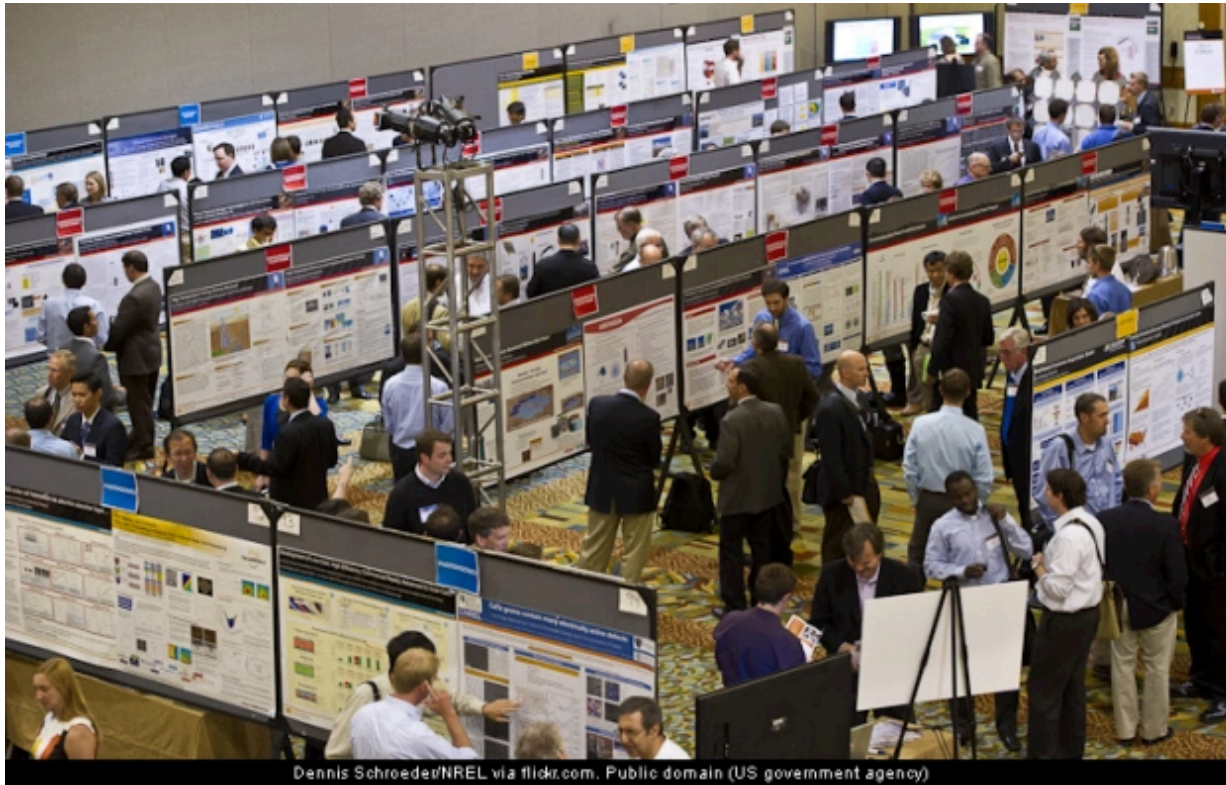
Great Poster Presentations

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Dennis Schroeder/NREL via flickr.com. Public domain (US government agency)

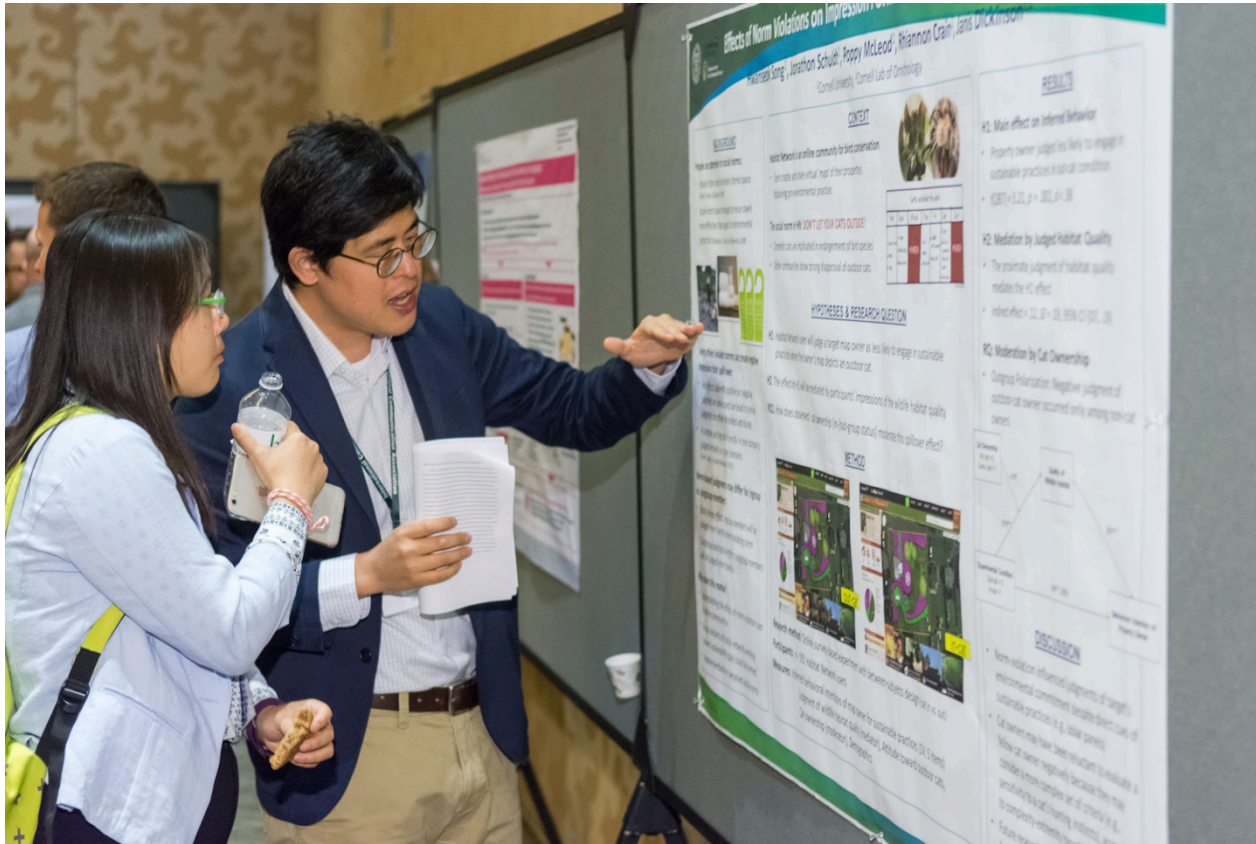
**For your next
conference:
Poster or talk?**

<https://scientistseessquirrel.wordpress.com/2016/03/15/for-your-next-conference-poster-or-talk/>



**Presentations
are good for
several things**

<http://oage.org/students/conference-presentation-tips-resources/>



**Poster
presentations
can be more
like
conversations**

<https://www.icahdq.org/page/Posters>

Designing Posters at Library Conferences

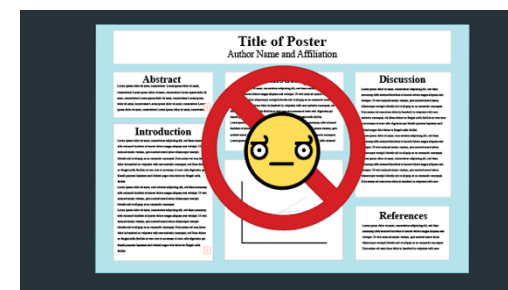


Edward Junhao Lim
Reference and Research Services Librarian for Business
New York University Shanghai

IFLA CPDWL Standing Committee member
@BarbarianEd



bit.ly/20200226p



A better poster by Mike Morrison
#betterposter

bit.ly/betterposterv

Visual and UX design principles can improve the effectiveness of Morrison's Better Poster and poster presentations

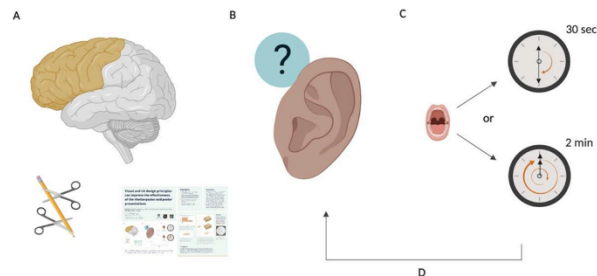
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¹ University of Rochester, Rochester, NY

² Karhide University, Erhenrang, Gethen

³ College at The Bog of Eternal Stench, Labyrinth

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(A) Plan, cut, edit, and distill your message. Write a brief, descriptive title. Use a layout that takes advantage of the whole poster. Prepare two versions of your poster intro: a short one and a long one. (B) When another human seems like they might be interested in your work, ask to be sure. Then ask if they want the short intro or the long intro. Don't be afraid to ask questions to learn about your audience's first. Use their background to change your talk up on the fly; they're not elevator pitches. (C) Oblige them. Use the graphical abstract for the short version and get into your data figures for the long version. (D) Listen to their verbal and non-verbal responses as you continue the conversation.

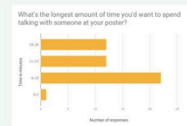
Highlights

- A well-crafted message is more important than any layout design.
- Visual design strategies can be employed to incorporate lessons from Morrison's Better Poster without sacrificing valuable poster space.
- Posters are performances and audience members should have a voice in their experience.
- All academic disciplines can help us approach our world with curiosity.

Summary

Mike Morrison's better poster style encourages scientists to distill their message, a critical step in creating effective posters. Dramatic physical layout constraints are the primary mechanism employed to help users consolidate their story, though this strategy costs a significant portion of the available poster space. Principles of visual design can guide users to achieve the same effective communication as intended by Morrison without sacrificing valuable real estate, as demonstrated here in a series of butter poster layouts. These designs also incorporate user experience (UX) considerations of realistic time and social expectations during audience interactions at poster presentations. Multiple variations are offered in attempt to accommodate a wide variety of preferences and use cases. Also they're just some free powerpoint templates on a website; you monsters can do whatever you want with them.

Let's choose a design that considers the preferences of presenters and audience members at poster sessions



Most folks would prefer to spend a maximum of 10-20 minutes with someone at their poster, but a quarter of people would be open to a 20-minute conversation. Let's design our poster for up to 20 minutes worth of content while acknowledging that most interactions will be much shorter.

10/20

Two minutes per slide is a reasonable rule of thumb when building a talk, so 20 minutes talk would require about 10 slides worth of data. Here I assume each slide has one main figure, but smaller supporting figures are reasonable.

Design Invitations

Let your title speak for itself, don't bold keywords or phrases. Use the white borders as modular dividers to facilitate breathing room for your text and figures. Don't be afraid of leaving open space, as I have to the right of this section or above the third column. Play with the columns based on your figure aspect ratio. See how the main title in this section and this line only span two of the three columns? It's easier to read a shorter line of text that are 50-70 characters long. (Think of how many words span a page on a novel compared to how many words stretch across the top of a science poster.) Have fun, play, don't take this too seriously.



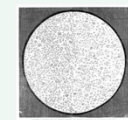
11"

8.5"

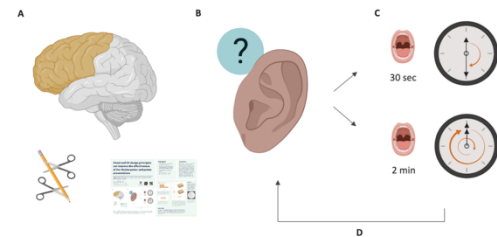
If we printed two slides (two figures) on a sheet of 8.5x11" paper each figure would be about the size of the one used for my presentation. That seems like a reasonable size to view on a poster. Coming with that logic, we'd need to spend about 10-20 minutes with someone at their poster. The box in which this data appears is 550 sq. in., which means it can comfortably accommodate more than ten conversations upon request. estimate for the amount of data that we'd even need to put on a poster.

Methods

Given that most interactions will be much less than the 20-minute estimate, this amount of space should be more than enough to contain the data required to tell your scientific story. Don't fill space just because it's there; let your content dictate the form it requires.



BUTTER. 1884. Butter made from pure milk as seen under the microscope. Engineering, America, 1884.



A butter poster by Derek Crowe
#butterposter

bit.ly/butterp

Don't be afraid of leaving empty space on your poster

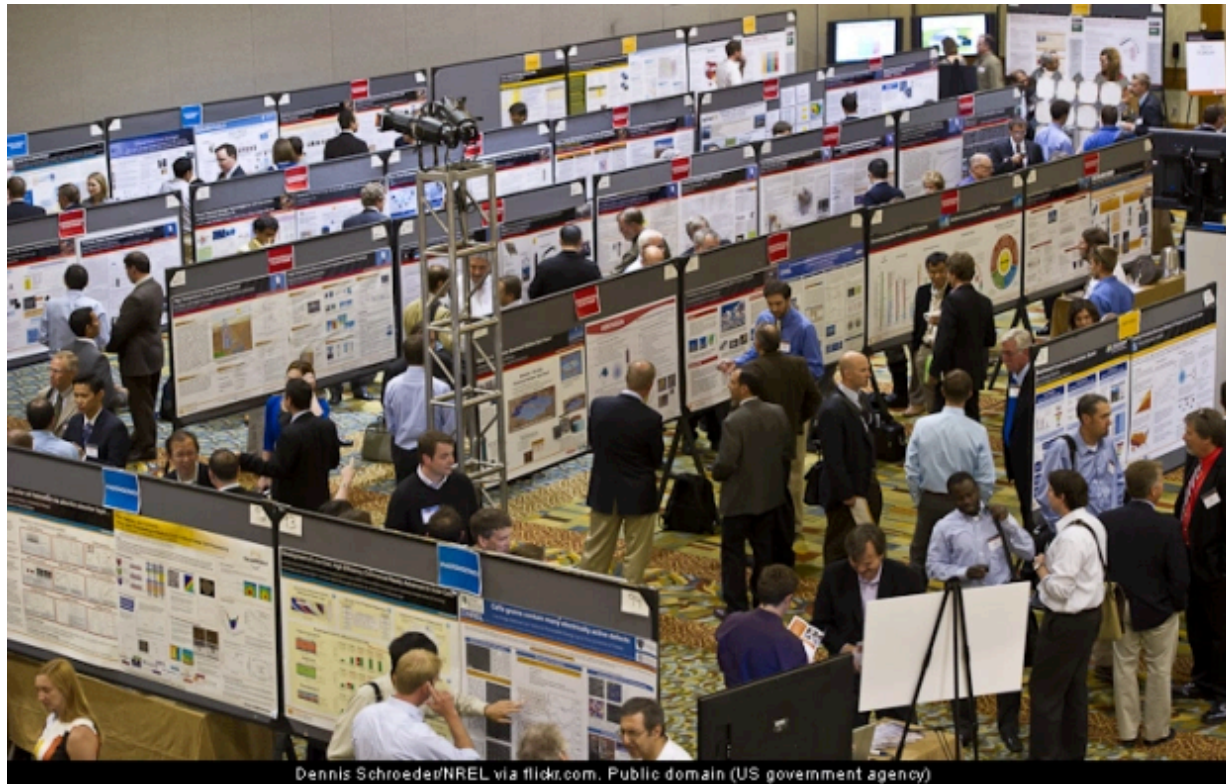
Interpersonal Communication Skills For Great Poster Presentations



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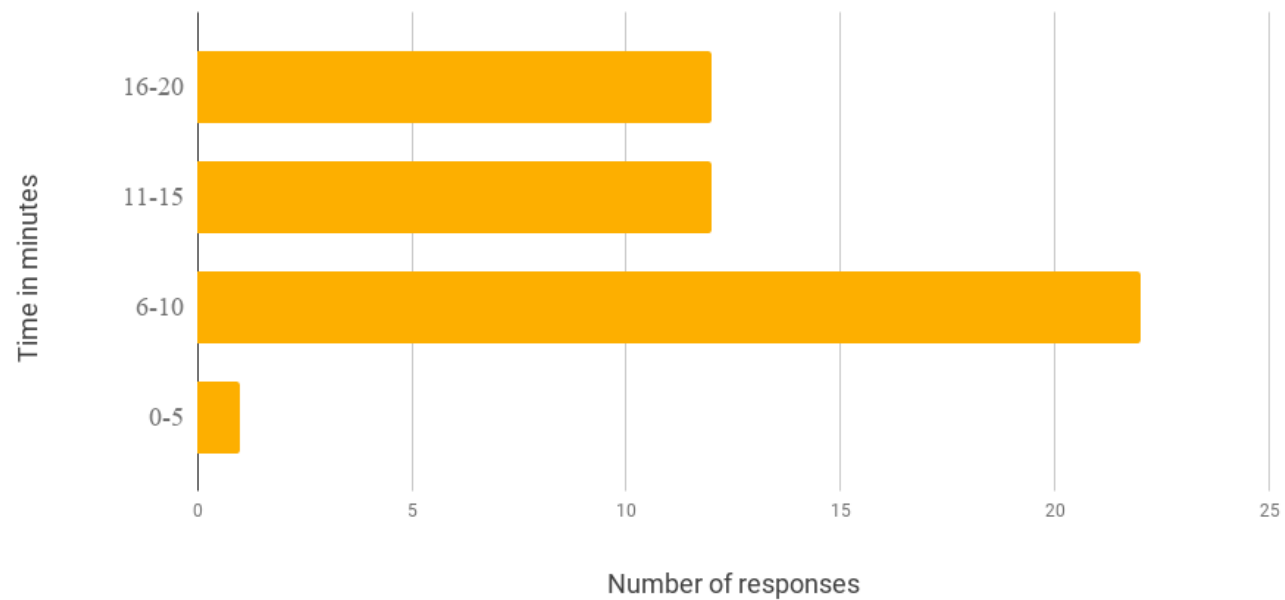


Dennis Schroeder/NREL via flickr.com. Public domain (US government agency)

**The challenge
is getting
people to stop
and talk**

<https://scientistseessquirrel.wordpress.com/2016/03/15/for-your-next-conference-poster-or-talk/>

What's the longest amount of time you'd want to spend talking with someone at your poster?

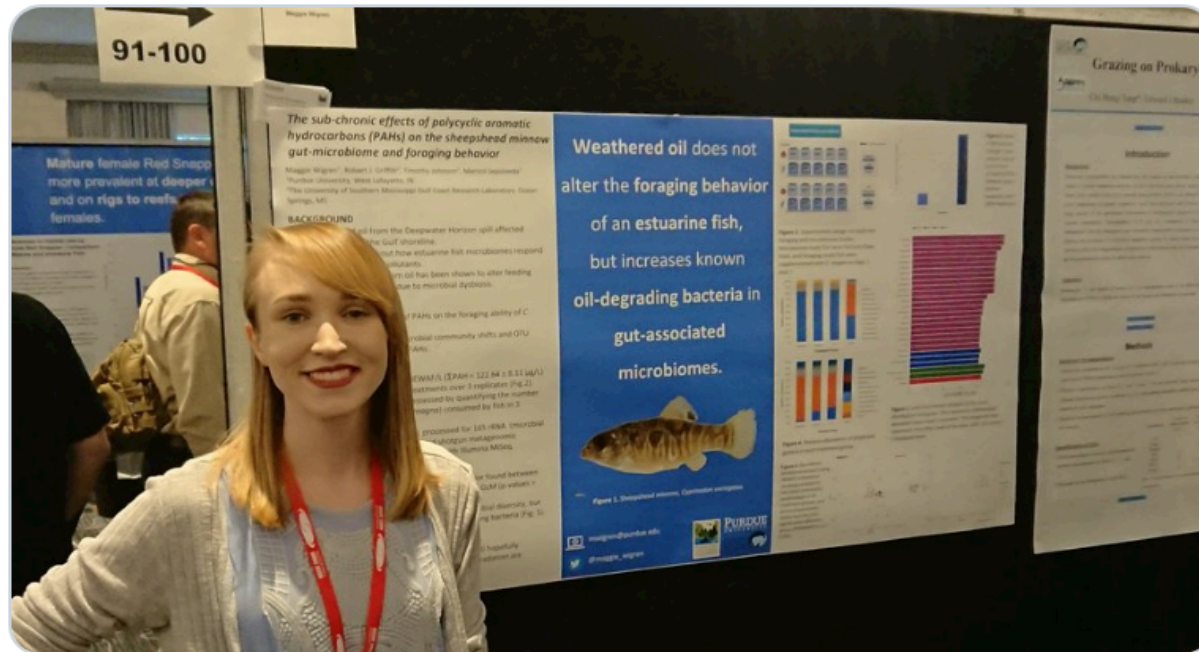


Be conscious of time: both your own, as well as your audience



Maggie Wigren @maggie_wigren · Feb 5

Had a great time sharing the final form of my poster for my MS research @GulfConference! Really happy with how @mikemorrison 's #betterposter format has helped engage audiences. Stay tuned for metagenomics analyses! #GoMOSES



Presenting Work in Progress

Poster Design

- Descriptive Title & Abstract
- QR Code
- Twitter or email
- Business Cards
- One page printout

Factors associated with positive germline testing results in men with prostate cancer following NCCN guideline expansion

PRESENTER:
Trevor C. Hunt
Medical Student

Samantha Greenberg, Jacob Ambrose, Brock O'Neil, Jonathan Tward

AIM Identify patient-level factors associated with a pathogenic variant finding in men with prostate cancer undergoing germline genetic testing

METHODS

- 410 men with prostate cancer referred to genetic counselor
- Pre- (2016/17) and post- (2018) expansion of NCCN guidelines
- Multi-gene genetic testing to identify pathogenic variants
- Association of patient-level factors with positive test result

After NCCN guideline expansion, the rate of germline pathogenic variant detection in men with prostate cancer **remained stable**

No patient-level factors were associated with increased odds of a positive test result

Even broader criteria for germline testing in prostate cancer may be justified

Pre = 9.4%
Post = 11.2%

Table 1 Study Population

Factor	Pre (n=100)	Post (n=100)	Total (n=200)
Age (years)	65.0 (SD 7.5)	65.0 (SD 7.5)	65.0 (SD 7.5)
Stage (I-IV)	100 (100%)	100 (100%)	200 (100%)
Family History of Cancer	10 (10%)	10 (10%)	20 (10%)
Prostate Cancer	100 (100%)	100 (100%)	200 (100%)
Pathogenic Variant	9 (9%)	11 (11%)	20 (10%)

Table 2 Regression Model

Factor	Pre (n=100)	Post (n=100)	Total (n=200)
Age (years)	65.0 (SD 7.5)	65.0 (SD 7.5)	65.0 (SD 7.5)
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Pathogenic Variant	9 (9%)	11 (11%)	20 (10%)

Abstract

QR Code

2

@TrevorHunt_ECU

3

@SGreenbergGC

Poster

QR Code

HEALTH
UNIVERSITY OF UTAH
Division of Urology

<https://twitter.com/ERPlimackMD/status/1228465784441065473>



“Hello, I’m Edward. **Would you be interested in a short 30 second version or longer 2 minute version of my story?**”

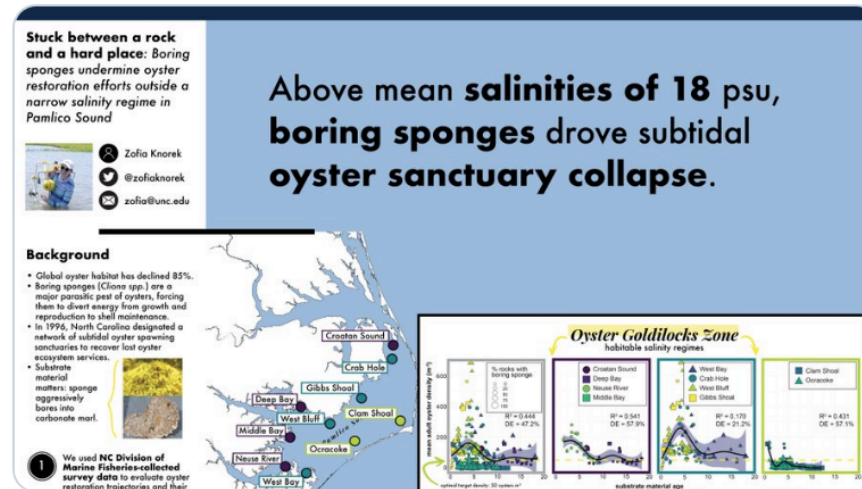
Mike Morrison Retweeted



Zofia Knorek @zofiaknorek · Feb 14

Sneak peek of my [#OSM2020](#) poster! Find me at #2559 from 4-6 on Feb. 20th or message me to meet up and discuss 🍷-🍷 dynamics beforehand.

This is my first interpretation of [@mikemorrison](#)'s [#betterposter](#) format.



UNC IMS

6

3

64



Social Media Can Help Build an Audience

Resources:

1. Poster Templates: <https://osf.io/ef53g/>
2. Printing posters on cloth (example):
<https://www.makesigns.com/products/scientific-posters/fabric-scientific-posters>
3. Creating QR Codes:
<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3798019/>
4. Using social media in academia:
<https://theleveragedphd.com/what-are-the-best-social-media-platforms-for-phds-and-early-career-academics/>



@drbruceherbert